

sceducationlottery.com

SELLING points

May 2013 Vol. 13, No. 11

MONTHLY RETAILER NEWSLETTER

SIGN ME UP



Dear Lottery Retailers:

With May upon us, we at the South Carolina Education Lottery are enjoying the beautiful South Carolina weather as we hustle to keep up with the fast pace of lottery activities.

This month we'll be all over our Palmetto State visiting the Spring Fling in Spartanburg, the Bojangles' Southern 500 in Darlington, the Blue Crab Festival in Little River, and, finally, Freedom Weekend Aloft in Simpsonville. Needless to say, we look forward to taking the Lottery to these events where we meet old friends and make new ones.

Retailers, as much as we enjoy introducing the Lottery to new players, we know YOU are the face of the Lottery. There are many facets involved in being a Lottery Retailer – you have numerous details to monitor and I congratulate you on the many ways you express the individuality of your lottery locations.

One way you do this is through signage. As you well know, signage is vital to the success of a lottery location – basics include maintaining signage in windows and promptly updating jackpot signs. In this month's *Selling Points*, you'll read more about signage and see how some of your fellow retailers have used signage to maximize ticket sales. You'll find additional helpful tips in this issue - take a look and develop a few ideas of your own!



All my best,
Paula Harper Bethea
Executive Director
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the SCEL piece called “Odds of Our Games.”

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a “Top Prizes Remaining” report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)
Stolen/Missing Tickets: 1-866-269-5668
Intralot Help Desk: 1-877-500-5202
Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)
Winning Numbers Line: 1-803-734-4966 (IWON)
Licensing Information: 1-866-737-7235 (Option 4)
Gambling Addiction Services: 1-877-452-5155
Ad Space: 1-803-737-2037 (8:30 a.m to 5 p.m.)

For more information, visit us online at:
www.sceducationlottery.com

Please Play Responsibly!
South Carolina Education Lottery®
www.PlayResponsiblySC.com



The Party Shop SUCCESS STORY

By Terry Gist, Upstate MSR

In the small town of Woodruff, Charles Theo runs The Party Shop. He calls his customers by name and knows which lottery games they like to play.

More than 70 years ago, **The Party Shop** opened in the small city of **Woodruff**. It has become a second generation owned business and is still striving to be the best independent retailer in this small city with a population of less than 3,000. Residents keep it as strong today as it was 70 years ago.

The owner Charles Theo, along with the staff (which includes his mother Ms. Margret, Joan, Shannon and Julia) work to provide the best customer service possible. They know their customers by name and know which products each purchases on a daily basis.

The Party Shop was one of the first lottery retailers in this small town. Theo and his family have benefited tremendously from lottery proceeds and commissions received from selling lottery products. His daughter Kaci attended USC Upstate and received her degree with the help of a lottery-funded scholarship. She worked at the store while attending college.

The location does things the right way, cashing, tracking finances and providing great service to not only lottery customers but all who enter the door. If you're in Woodruff, stop by and see this landmark and meet the great staff.



Gloria Trabucco at **Elliotts Exxon** in **Rock Hill** smiles with the oversized check for selling a scratch-off worth \$200,000.



Shelley Brown, Jequetta Pete and Jeronia Smith at **H & S Shoppe** in **Andrews** sell a \$2 million ticket.



Shanita and Aremesia at **Lee's Quick Stop** in **St. Stephen** had a \$200,000 winner on Go for the Gold.



By Holli Armstrong, Copywriter

A Lesson from the Best at Outdoor Advertising

In a bold move the owners of Food Mart #1 in Charleston, called in a vinyl sign company and redid the exterior of their store. When the work was done, the family-run business was branded: The Number One Lottery Retailer in the State.

Customers walking in the door, those out at the pump, patrons parked along the side, and passersby checking the price of gas can look up and see "Thank you for making us the #1 Lottery Retailer in South Carolina."

Reaction to the messaging was positive.

"Everyone loves it," manager Sanjay Patel said.

Why go to all the trouble and expense? For starters, the family was proud the small store was tops in S.C., and they wanted their customers to know it.

Patel also knew the investment would pay off.

"Customers started buying more tickets," he said.

Patel likes to tell the story of a lady, who was out at the pump filling up her car and noticed the signs. She went inside, scratched a ticket and won \$200,000. The local news covered the story and that started even more folks coming in to buy tickets.

The location, with yearly lottery sales in excess of \$3 million, has sold two other winning tickets worth \$200,000 and one for \$250,000. Patel is quick to point out lots of smaller prizes have been won at Food Mart #1, too many to advertise inside the station.

While the outdoor signs are doing their job and drawing customers in from out at the pumps and those driving by, that's just the beginning.

The outstanding customer service received inside is what keeps lottery players coming back again and again to Food Mart #1. Patel wins them over by patiently explaining how to play, cashing winning tickets and providing quick service.

Before leaving Food Mart #1 with a lottery ticket, you are guaranteed a "Thank you, and good luck."



SERVICE COMES FIRST

New signage is a first step toward improved lottery sales. Excellent customer service from staff like Darpana Patel (pictured) is what closes the deal and makes the sale.

THE GREAT OUTDOORS: Outdoor signage can draw customers paying at the pump into your store to play the Lottery.



OUTDOOR Possibilities

ADVERTISE

In Lexington, C-Mart's outdoor sign advertises a chance to win tickets.

LOTTERY SOLD INSIDE

Handy Dan's 2 in Tillman lists "Lottery" on its outdoor sign.

LUCKY STORE

Sam's Corner in Spartanburg promotes it is a lucky destination.

LETTERING

Shumperts Food Mart in Pelion previews an upcoming promotion.



Boost Your Add-A-Play Sales with Cash Count Up Add-A-Play

By Leila Getman, Product Specialist

When it comes to selling Add-A-Play tickets, just asking for the sale goes a long way to boost your sales while boosting the players' excitement and fun.

Ask your Pick 3, Pick 4 or Palmetto Cash 5 players if they would like the chance to count some extra cash with **Cash Count Up Add-A-Play**.

It is easy to buy and easy to play – and full of cash prizes from \$2 to \$500. **Cash Count Up Add-A-Play** plays like an instant ticket, but no scratching, just counting the CASH symbols.

But, remember, don't be a spoiler - let your customers enjoy the fun by checking to see if they have won.

Holiday Closings

May:

Monday, May 27, 2013: SCEL offices will be closed to observe National Memorial Day. Retailers will NOT be able to order tickets. Remember to order early! Our delivery partners will be closed on Monday, May 27, 2013. Tickets must be ordered by 5:00 p.m. on Thursday, May 23, 2013, for delivery on Friday, May 24, 2013. Tickets ordered on Friday, May 24, 2013, will be delivered on Tuesday, May 28, 2013. Drawings will be held as scheduled.

Work With What You've Got

Keep Jackpot Signs Updated & Lottery-Supplied Signs Visible

Lottery-supplied signs, like the winner's posters and fliers pictured below, really can influence your customers' purchasing decisions and lead to increased ticket sales.

The trick is to display these lottery signs where your customers can see them and ask about them.

This is especially true for your Powerball® and Mega Millions® jackpot signs when the jackpot gets high. You do not want to miss a sale or disappoint customers because they didn't realize the jackpot was over \$100 million.

Customers want to know the correct jackpot amount prior to making their lottery purchases, and your signs help make their decision easier. Let's keep jackpot amounts accurate.

We realize real estate is at a premium in your store and some locations have restrictions on where point-of-sale materials can be displayed. We understand, and your Marketing Sales Representative is glad to work with you to position signage that fits your needs.

Rupal Patel
Herlong Express
Rock Hill

Michelle Williams
Petro Express #3969
Fort Mill

Terri Rafford
Bi-Lo #5092
Greenville

Ricky McCarthy
& Crystal Baker
Murphy Express #8589
Rock Hill

Bobby Patel
Stop N Shop
Greenville

Update Your Jackpot Sign

It's as easy as...1, 2 and 3



Special thanks to Mylsha at the Tiger Express in Columbia for letting us photograph her updating the jackpot signs.



UPCOMING games

The following games are scheduled to launch Tuesday, May 14, 2013:



Launch dates and tickets are subject to change as necessary.
Artwork shown is not necessarily representative of final product and is subject to change.

TICKET alerts*

Wed., May 1: Last day to sell The Color of Money (#510).

Fri., May 3: Last day to return Instant Carolina 5 (#489).

Tues., May 7: Last day to redeem Emerald Green (#557).

Wed., May 15: Last day to sell Green and Gold (#566).

Fri., May 17: Last day to return Triple Wild (#530).

Wed., May 22: Last day to sell Giant Jumbo Bucks (#515), Gimme 5! (#538), Aces High (#563) and Great 8's (#580).

Fri., May 24: Last day to return Garnet Red 7's (#562).

Wed., May 29: Last day to sell Carolina Riches 10th Edition (#577).

Fri., May 31: Last day to return The Color of Money (#510).

ENDING games*

Please start selling down the following:

SC-510 The Color of Money

Last day to sell:
Wednesday, May 1, 2013

Last day to return:
Friday, May 31, 2013

Last day to redeem:
Tuesday, July 30, 2013

SC-566 Green and Gold

Last day to sell:
Wednesday, May 15, 2013

Last day to return:
Friday, June 14, 2013

Last day to redeem:
Tuesday, August 13, 2013

SC-515 Giant Jumbo Bucks

SC-538 Gimme 5!

SC-563 Aces High

SC-580 Great 8's

Last day to sell:
Wednesday, May 22, 2013

Last day to return:
Friday, June 21, 2013

Last day to redeem:
Tuesday, August 20, 2013

SC-577 Carolina Riches 10th Edition

Last day to sell:
Wednesday, May 29, 2013

Last day to return:
Friday, June 28, 2013

Last day to redeem:
Tuesday, August 27, 2013

* Watch for UPDATES to ending dates that are sent via your lottery terminal.

Ending game dates are current as of Friday, March 29, 2013.